

## DSV Strategy Group

### Agenda Item 1 Terms of Reference for a Strategy Group

#### **Who should be on the group?**

a. Need to engage with members from the different strands:

- Branch members
- Virtual members
- Individual members

b. There should be geographical representation.

c. Also should have representation from Focus Groups:

- Health and Wellbeing
- Transport
- Housing & Planning
- Fuel Poverty/Energy
- Environment (Green0

d. Bring in people with specialist knowledge as and when needed.

#### **How are they elected/appointed?**

Initially – self selection.

We put out an invitation and if we get an appropriate number of applications they can all be appointed. If we are oversubscribed DCT will consider the mix of applicants against the above criteria and select a representative group.

#### **How long do they serve?**

First thoughts were between 3 and 5 years. However it was proposed that initially it should be 2 years to tie in with our commitment to maintaining DSV for that period.

### **How many people should sit on the group?**

Although 1 table felt the Strategy Group should be limited to 6 or 7 other tables felt this would not sufficiently represent the breadth of DSV membership. The meeting settled on a suggested figure of about 15, but with some flexibility.

### **How often should it meet?**

The suggestion was that monthly meetings would be appropriate to start with, moving to quarterly after the group had become established.

### **Other**

One table suggested that a role for the Strategy Group could be to develop Policy because it would be necessary to understand the Policy before considering Strategy to deliver the Policy.

## **Agenda Item 2 - Membership**

- a. As members what are your expectations
- b. What does it mean to be a DSV Member
  - To be part of a larger VOICE – speaking up for others who can't speak for themselves.
  - To draw attention to issues and influence decision makers
  - To ensure older people are not invisible
  - A platform for older people to air their views
  - To make things happen – make a difference for the future
  - To identify shortfalls in local provision and take steps to address
  - To receive information and feel engaged – through the magazine
  - To provide opportunities for social communication – company – meet like minded people.
  - To provide a range of events, assemblies etc – including intergenerational activities
  - To provide a range of information booklets/leaflets eg Explaining the Care Act, How to Select a Care Home.

- c. How do we sell membership and grow membership numbers
- Do we need to define the target age group? Is 50+ too young? The focus should be on Older People without an age definition or limitation.
  - Engage with major employers with a message for people nearing retirement.
  - Have PowerPoint presentations ready prepared to take to employers and community groups and give presentations for management, staff, volunteers etc.
  - On the DSV track record and previous achievements (Refer to newsletters)
  - Membership forms should be returnable by Freepost
  - Members should receive a certificate of membership or perhaps better a membership card.
  - Explore discount schemes for members.
  - A volunteering opportunity
  - Recruiting at events and other engagement opportunities (public session at DCC)

## Agenda Item 3 Volunteering

- a. What roles and opportunities are there for members
- Form a 'Bidding' group to support funding applications
  - To be part of the One Barnstaple or similar initiatives
  - Representation on PPGs – the DSV role needs to be clarified
  - Collect intelligence / information and disseminate information.
- b. What support do members want or need from DCT
- Need to integrate the Theme Groups – free use of meeting rooms
  - The DSV Health & Wellbeing theme group needs to be re-formed.
  - Cover volunteers expenses
  - Making sure volunteers are insured
  - Identification for volunteers – lanyards, badges, cards.
  - To know what sort and how much information we want

## Agenda Item 4 Website Review

- a. What do members value
- b. (what can be archived)
- c. What's missing
  - The DSV Logo
  - A history of Past Activities
  - An achievements panel
  - Contact phone numbers (for DCT, branches)
  - Branch details
  - Twitter / Facebook / You Tube links
  - Videos
  - What's On – events
  - What we are selling – at the top of the page
  - Humorous cartoons
  - No changing pictures!
  - Good up to date pictures – need to get permissions
  - A membership form

A request to talk to Tony at Exeter to get his views.

## Agenda Item 5 Opportunities

- a. How can DSV/DCT make a difference
  - Bring in incomers (retirees) with their range of skills
  - Events – pop ups – with specific focus
  - Presence at local shows
  - Use press releases
  - An older persons information day
  - Establish Village Agents scheme
  - Work with other organisations eg: Silverline, Turn to Us, National Energy Action, Blurt-it-out,
  - Widening scope of activities with communities

- b. What themes should we be tackling
- c. Which are the priorities
  - Environment - Pollution – Reducing plastic usage
  - Health Provision
  - Involvement in NHS reform – STP
  - Social Prescribing
  - A ‘rent a gran’ scheme for teenagers or other young people who might value the company of an older person.
  - A scheme for young people to visit care home residents.
  - ‘Wheels on the Bus’ activity taken out into communities
  - One Barnstaple Event

## Next Steps

Strategy Group – Invite nominations	July 2018
Set date for Strategy Group meeting	July 2018
Recruit and introduce Volunteer Coordinator	July 2018
Review Membership offer and forms	July 2018
Website - migrate content to dedicated area on DCT website	July 2018
Strategy Group - Write Terms of Reference	August 2018
Strategy Group meeting	September 2018